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SEED MARKET QUOTATIONS
SELL Modern Lawn Seed Mixtures
BE MODERN IN 1960!



Delta Blue and Penn Lawn Fescue

With Merion Blue,
Master Blend®

18 DESBROSSES STREET
NEW YORK 13, N.Y.

Vaughan's Seed Co.

62

Recleaned Bird Seeds and Grain

Following Prices F.O.B. Our Warehouse, New York, Gross for Net. Bag Lots, Less than Bags
at Slightly Higher Price

	Per 100 lbs.	MIXED BIRD SEED	Per 100 lbs.	MISCELLANEOUS GRAINS	Per 100 lbs.
SUNFLOWER		Love Bird Seed (for Parakeets) 10.00		Buckwheat	ASK
Sunflower, Small Black Fancy (Domestic)	11.50			Hulled Oats	7.50
Sunflower, Poultry	15.00			Flax, Whole	13.00
Sunflower, Parrot (Grey Striped)	18.00			Seed Rye	5.50
Sunflower, Large (Grey Striped)					
BIRD SEED					
Canary Seed (Extra recleaned)	11.00	OTHER BIRD FOOD INGREDIENTS			
Rape, Large Black	11.00	Hemp, extra recleaned (Sterilized) 17.00			
Millet, Large Yellow	5.75			A—Packed in 100 lb. bags	7.50
Millet, Small Yellow Finch	8.00	Milo Maize 4.50		B—Packed in 100 lb. bags	8.00
Millet, Large Red	6.00	Peanut Hearts 13.00		(B includes 20 empty 5 lb. printed paper bags)	
Millet, White Proso	5.75			C—Packed 20-5 lb. bags	9.00

VAUGHAN'S WILD BIRD SEED

(Duryea Formula)

Contains All Bird Seeds - No Fillers or Screenings

A—Packed in 100 lb. bags 7.50

B—Packed in 100 lb. bags 8.00

(B includes 20 empty 5 lb. printed paper bags)

C—Packed 20-5 lb. bags 9.00

When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.

All orders are accepted with the understanding that price in effect at time of shipment will apply. All sales in accordance with our warranty clause. Prices are to recognized dealers only.

Vaughan's Seed Company

ESTABLISHED 1876

Wholesale Grass Division, 18 Desbrosses St., New York 13, N.Y., Tel. WALKer 5-4555 or BArclay 7-4900 Ext. 2
Main Office, 85 White Street (near Lafayette St.)

August 1, 1960

Phone BArclay 7-4900

New York 13, N.Y.

Vaughan's MASTER BLEND Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend including three new, improved grasses selected as Champions by National Turf Research.

Merion Kentucky Blue Grass is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

Delta Kentucky Blue Grass, a variety recently discovered in Canada, is known for exceptional seedling vigor. Delta was added to Master Blend because it starts growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

Pennlawn Creeping Red Fescue, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

OTHER Vaughan's MIXTURES FOR FALL 1960

Price on mixtures F.O.B. New York City, but prepaid on 300 lb. lots or over.



VAUGHAN'S PARKS FORMULA

NOW CONTAINS MERION AND DELTA BLUE GRASS, THE NEW BLUE GRASS DEVELOPED FOR SEEDING VIGOR AND BETTER LAWNS
USE 1 LB. TO 250 SQ. FT.

1 lb. cartons	(Retails \$1.45)	\$21.50 per case of 25
3 lb. cartons	(Retails \$4.30)	\$40.32 per case of 16
5 lb. bags	(Retails \$7.10)	\$41.00 per bale of 10
Per 100 lbs.		
10 and 15 lb. bags	\$81.00	100 lb. lots \$78.00
50 and 25 lb. bags	\$80.00	500 lb. lots \$77.00

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

USE 1 LB. TO 250 SQ. FT.

Especially adapted for medium shade and sandy soils.
Contains Pennlawn Creeping Red Fescue, Delta Kentucky Blue Grass,
and other permanent grasses

1 lb. cartons	(Retails \$ 1.25)	\$18.50 per case of 25
3 lb. cartons	(Retails \$ 3.70)	\$34.56 per case of 16
5 lb. bags	(Retails \$ 6.10)	\$35.00 per bale of 10
Per 100 lbs.		
10 and 15 lb. bags	\$69.00	100 lb. lots \$66.00
50 and 25 lb. bags	\$68.00	500 lb. lots \$65.00

VAUGHAN'S DENSE SHADE FORMULA

USE 1 LB. TO 250 SQ. FT.

Composed of grasses most suited for growing in heavily shaded situations.
Is also satisfactory in moderate shade. Includes Pennlawn Creeping Red Fescue.

1 lb. cartons	(Retails \$ 1.25)	\$18.50 per case of 25
3 lb. cartons	(Retails \$ 3.70)	\$34.56 per case of 16
5 lb. bags	(Retails \$ 6.10)	\$35.00 per bale of 10
Per 100 lbs.		
10 and 15 lb. bags	\$69.00	100 lb. lots \$66.00
50 and 25 lb. bags	\$68.00	500 lb. lots \$65.00



VAUGHAN'S VALU-BLEND LAWN MIXTURE (Formerly "Excel")

1 lb. cartons	(Retails \$.90)	\$13.50 per case of 25
3 lb. cartons	(Retails \$2.65)	\$24.96 per case of 16
5 lb. bags	(Retails \$4.35)	\$25.00 per bale of 10
25 lb. bags-\$.48 per lb.	100 lbs.-\$46.00	500 lbs.-\$225.00

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote.

BE MODERN! Sell Modern Lawn Seed Mixtures

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

August 1, 1960

18 DESBROSSES STREET, NEW YORK 13, N. Y.

PHONE
WALKER 5-4555
BARCLAY 7-4900 Ext. 2

We quote today's values, subject to market changes, f.o.b. warehouse New York, for prompt shipment. Terms: NET CASH, no discount, subject to arrival draft. BAGS ARE NOT RETURNABLE • Cost of all cotton and burlap bags included in the price, basis gross for net weight. All orders are accepted with the understanding that prices in effect at that time will prevail.

Note to former DURYEA SEED CO. Customers—We are combining our Wholesale Price List to simplify matters. This list will take place of the former Blue Card List. It will give you same Low Wholesale Prices. See other pages for additional grass and bird seeds.

RED CLOVER
Medium, purity 99% 39.00 Per 100 lbs.

ALSIKE CLOVER
Extra Fancy, purity 99% 30.00 Per 100 lbs.

ALFALFA
Northern, purity 99% 37.00 Per 100 lbs.
Ranger Alfalfa (certified) 43.00

WHITE CLOVER
Extra Fancy 72.00
Packed in 1 lb. carton \$10.20 per dozen.
Packed in 1/2 lb. bags, \$6.00 per dozen.
Ladino White Clover (certified) 78.00
New Zealand White Clover 85.00
in 1 lb. boxes \$12.00 Dozen
in 1/2 lb. bags 7.00 Dozen
Kent Wild White Clover 85.00

OTHER CLOVERS
Sweet Clover 16.00
Birdfoot Trefoil Imported 60.00
Empire Birdfoot Trefoil 80.00
Inoculation for Clovers and Alfalfa
35c Bus. Size (Case Lots)

TIMOTHY
Fancy, purity 99.60% 16.50

REDTOP
Solid Seed, purity 92% 40.00
Solid Seed, purity 95% 42.00
Solid Seed, purity 98% 45.00

BLUE GRASS
Kentucky, fancy, purity 85% 40.00
in 1 lb. boxes 60.00
Kentucky, extra fancy,
purity 90% 43.00
Kentucky, superfine, purity 98% 50.00
in 1 lb. boxes 70.00
Canada Blue, fancy 85.00
Merion Kentucky Blue 92% 138.00
Merion Kentucky Blue Tag 150.00
Delta Kentucky Blue 60.00
Arboretum Kentucky Blue 80.00

ROUGH BLUE GRASS
Poa Trivialis 90% 55.00

RYE GRASSES

Common Ryegrass	10.00
Italian Ryegrass (Domestic) in 5 lb. bags	10.00 15.00
Perennial or English Rye Grass in 5 lb. bags	15.00 20.00

BENT GRASSES

Astoria Colonial Bent Blue Tag in 1 lb. boxes	60.00 80.00
Colonial Bent Blue Tag	65.00
Seaside Bent Blue Tag in 1 lb. boxes	105.00 125.00
HIGHLAND Bent Blue Tag	35.00
Mixed Bent (South German)	125.00
Penncross Creeping Bent	75.00
Velvet Bent	Ask

RED AND TALL FESCUES

Chewing Fescue (Domestic) in 1 lb. boxes	30.00 50.00
Creeping Red Fescue (Domestic)	32.50
Creeping Red Fescue (Imported)	30.00
Illahie Creeping Red Fescue B.T. in 1 lb. boxes	35.00 55.00
Penn Lawn Fescue Blue Tag in 1 lb. boxes	38.00 58.00
Alta Tall Fescue	Ask
Kentucky 31 Tall Fescue	20.00
Sheeps Fescue	55.00

HAY GRASSES

Meadow Fescue	Ask
Orchard Grass	30.00
Brome Grass (Lincoln)	30.00

MISCELLANEOUS

Dwarf Essex Rape	12.50
Hairy or Winter Vetch	17.00
Sudan Grass (Piper)	11.00
Sudan Grass, Common	10.00
Bermuda Grass	58.00
Bermuda Grass Hulled	78.00

MILLETS

Japanese	10.00
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MISCELLANEOUS GRAINS

Seed Buckwheat	Ask
Flax, Whole	13.00
Seed Rye	5.50

LAWN MIXTURES

DURYEA FORMULAS	
	Per 100 lbs.
Prepaid on 300 lbs. or over.	
Quick Result Mixture	
Composed of Quick Growing Grasses	
in bulk	18.00
in 5 lb. bags	23.00

Columbia Park	
in bulk	23.00
in 5 lb. bags	28.00

Yorkshire Park (Formerly "Gramercy Park") in bulk	30.00
Duryea's Central Park Choice	
in bulk	40.00
in 5 lb. bags	45.00

Old Homestead	
in bulk (No Clover)	42.00
Duryea's Evergreen	
in bulk	45.00

Duryea's Superior	
in bulk	50.00
Shady Spot	
fancy, in bulk	42.00
Athletic Mixture	
in bulk	52.00

Duryea's Long Island Mixture	
in bulk	42.50
in 5 lb. bags	47.50

GRASS MIXTURES

For Hay and Pasture	35.00
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5 LB. POLYETHYLENE BAGS

WE OFFER 2 MIXTURES
FORMULATED AND PRICED TO HELP
YOU MEET LOW PRICE
COMPETITION

GREENVIEW
EMERALD ISLE
ATTRACTIVE COLORED BAGS
PRICES ON REQUEST

INOCULATION

LEGUME-AID (Powder Form)

1 bu. size Alfalfa and All Clovers and Trefoil	.35 each
2 1/2 bush.	.70 each
2 bu. size Soy Beans	.28 each
Pkt. Birdfoot Trefoil	.20 each

Prices Are For Case Lots

Somewhat higher prices charged if less than full bags are ordered.

"The Vaughan's Seed Co. warrants to the extent of the purchase price that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied."

Vaughan's ONE SHOT

MERION FERTILIZER

20 - 5 - 5

The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up. Now offered with full direction for Fall application.

Size	Packed	Wt.	Cost	Retail
50 lbs.	12	610	\$66.00	\$8.95
25 lbs.	12	306	\$36.50	\$4.95

VAUGHAN'S TURF-LITE THE MODERN LIGHT WEIGHT LAWN FOOD

The easy, effort saving way to fertilize the home lawn. One bag feeds 5,000 sq. ft. A clean, odorless, dust-free material with high nitrogen analysis (20-10-5). Beautifully packaged in heavy weight, washable poly bags. Competitively priced.

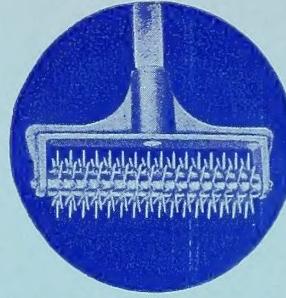
Size	Shipping Unit	Wt.	Dealers Cost	Retail
5000 sq. ft.	20	465 lbs.	\$53.00	\$4.35

VAUGHAN'S NEW SPECIALTIES

VAUGHAN'S MERION BLUE GRASS SEEDER



VAUGHAN'S LAWNNOVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH \$4.95
CASE OF 4 \$11.88

VAUGHAN'S LAWN WEED KILLER



Of all the weed killing chemicals, the original discovery, 2-4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-E-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at 90c.
carton of 24 \$12.96

Quarts covers 5,000 sq. ft., retails at \$2.75,
cartons of 12 \$19.80

VAUGHAN'S FORMULA Z TURF FUNGICIDE

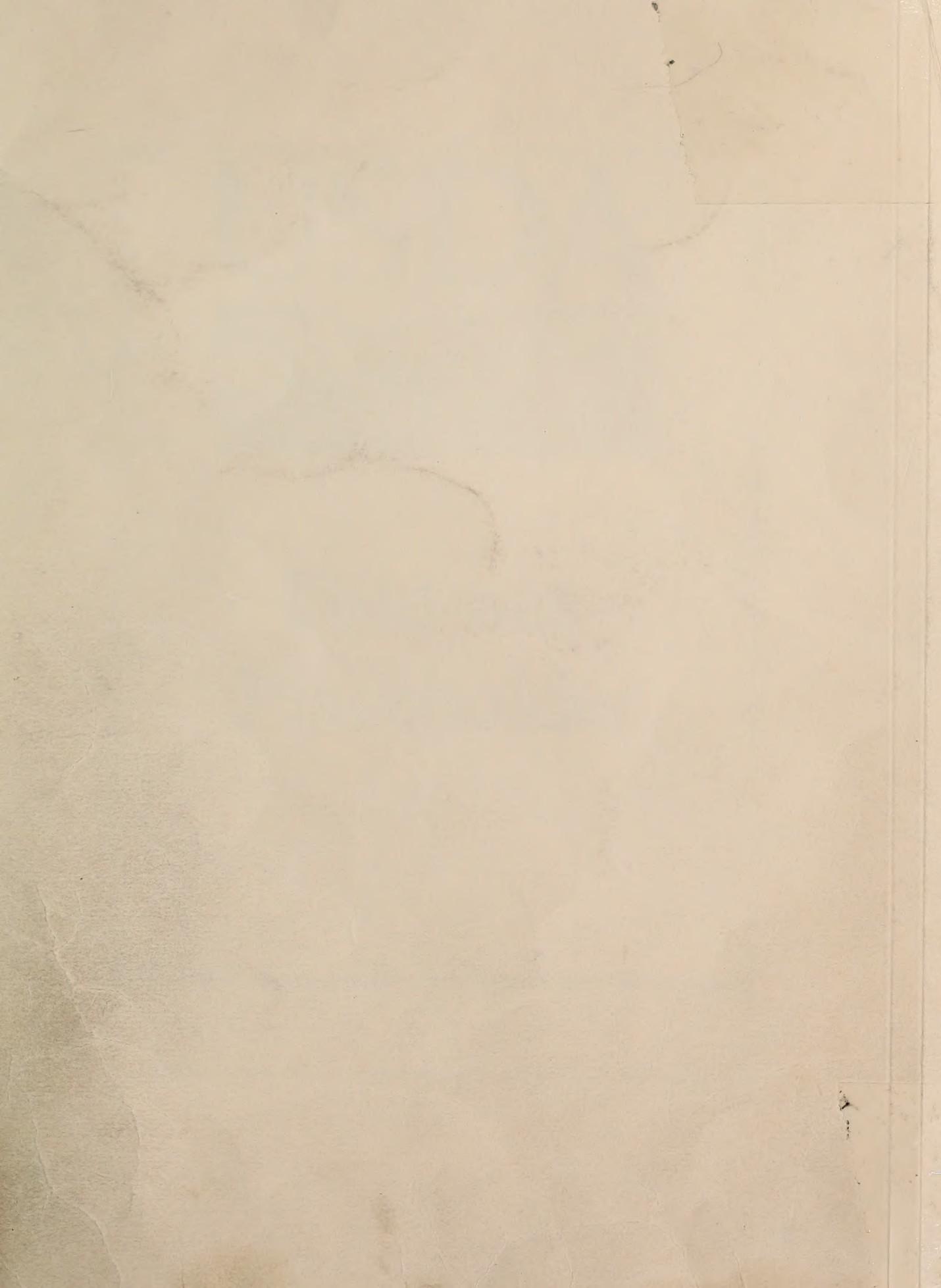


TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.

Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
8304	8 oz.	12	12 lbs.	\$25.20	\$3.50
	6 lbs.	1	6 lbs.	14.85	24.75

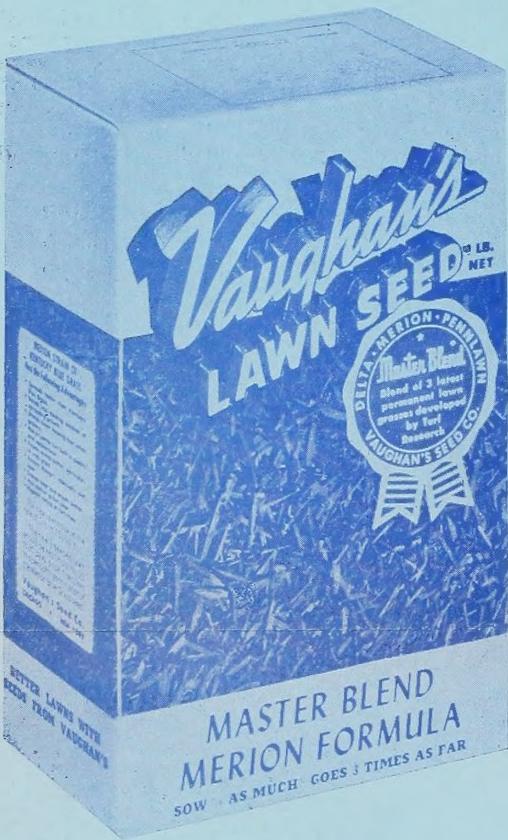
New scientific garden tool that saves time and money. Insures a uniform seeding by a steady continuous spreading of lawn seed. Can be also used for Grub proofing of Lawns by spreading Dieldrin, Chlordane, Dry Fertilizers or Powdered Weed Killers.

RETAIL EACH \$4.95
YOUR COST EACH \$3.30



Vaughan's MASTER BLEND

Merion Formula



**EXPERTS PICK MERION FOR LAWNS
AND PLAY GROUNDS**

Contains 3 latest grasses developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 42% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass and Pennlawn Creeping Red Fescue
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only $\frac{1}{3}$ as much as standard blue grass mixtures.

MERION FORMULA—100% PERENNIAL GRASSES

Contains over 1,000,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top. Costs less because it goes farther.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 1.98	Case 25/1 lb.	\$30.00	25 lb. bag....	\$ 46.00	Bag 1/25 lb.....	\$28.00
3 lb. ctns.....	5.90	Case 16/3 lb.....	56.16	50 lb. bag....	90.00	Bag 1/50 lb.....	55.50
5 lb. bag.....	9.65	Bale 10/5 lb.....	57.50	100 lb. bag....	178.00	Bag 1/100 lb.....	110.00
10 lb. bag.....	18.80	Bale 2/10 lb.....	22.60			Broken Cases 5c per lb. higher	

MERION STRAIGHT

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.....	\$ 2.29	Case 25/1 lb.	\$38.25	25 lb. bag....	\$ 55.00	Bag 1/25 lb.....	\$35.00
3 lb. ctns.....	6.85	Case 16/3 lb.....	71.04	50 lb. bag....	108.50	Bag 1/50 lb.....	69.00
5 lb. bag.....	11.25	Bale 10/5 lb.....	72.50	100 lb. bag....	210.00	Bag 1/100 lb.....	138.00
10 lb. bag.....	22.50	Bale 2/10 lb.....	28.60			Broken Cases 5c per lb. higher	

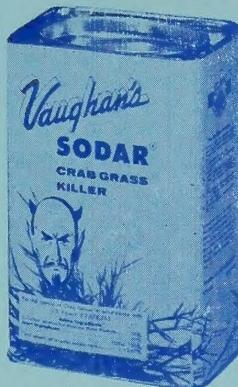
Above Delivered Free on 300 Lb. Shipments, Otherwise F.O.B. New York City.

Vaughan's "SODAR"® CRAB GRASS KILLER

VAUGHAN'S CRAB GRASS KILLER

(SODAR)®

Best Of All And Costs Less



The effective way in removing crab grass and chick weed without the slightest injury to the turf grasses. It is far more economical and easier for an amateur to apply. The chemical which performs so well is Di Sodium Monomethyl Arsonate. It can be applied early or late in the season, on young plants. A sprinkling can works well on small lawns, and pressure sprayers on larger areas. One treatment kills young plants, mature plants may need two. 4 ounce, treats 1,000 sq. ft. retails at

Size	Packed	Wt.	Dealers Cost	Retail
4 oz.	12	9 lbs.	\$ 9.00	\$ 1.25
1 lb.	12	18 lbs.	21.24	2.95
5 lbs.	1	5 lbs.	7.77	12.95

Also available in 20, 40 and 100 lb. size drums

VAUGHAN'S NEW CHICKWEED KILLER

A positive destroyer of chickweed (also clover) for dry application. Contains new ingredients developed by Vaughan's. Packaged in handy new shaker-type container for quick and easy application without special equipment. Safe to use, will not harm the finest grass. 1 can enough to spot treat average lawn.

Cat No.	Packed	Dealers Cost	Retail
S167	12	\$6.98	97c

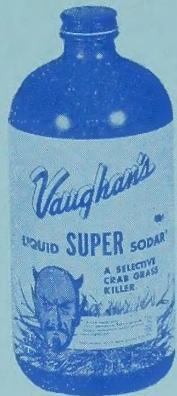


VAUGHAN'S K.O. KNOCKS OUT BOTH CRABGRASS AND WEEDS

K.O. is the all-in-one crabgrass and weed killer that'll really sell when the first dandelions show their faces. Contains Sodar®, the proven post-emergent crabgrass killer, PLUS 2, 4D for sure destruction of

VAUGHAN'S LIQUID SUPER (SODAR)®

For Quick Kill Of Crab Grass



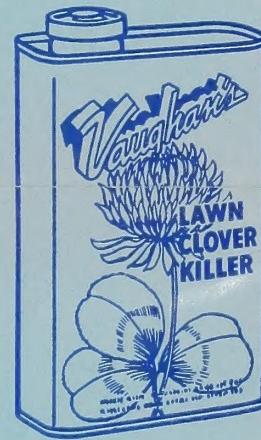
This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it. It will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
1 pt.	12	20 lbs.	\$12.88	\$1.79
1 qt.	12	35 lbs.	21.24	2.95

VAUGHAN'S LAWN CLOVER KILLER

For those who object to clover's white blossoms, and susceptibility to disease. Contains 2, 4, 5T plus other ingredients to penetrate and kill tough stems of old clover. Will not harm grass when used as directed. 8 oz. covers 1,500 sq. ft. Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf.

Size	Packed	Wt.	Dealers Cost	Retail
8 oz.	24	22 lbs.	\$18.00	\$1.25



DRY K.O. FOR SPREADING

Granulated to make it easy for your customers to spread certain death for crabgrass and weeds... over their entire lawn. 9 lbs. treats 2,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
9 lbs.	4	38 lbs.	\$ 9.48	\$3.95
18 lbs.	10	190 lbs.	41.70	6.95

LIQUID K.O. FOR SPRAYING

The all-new liquid your customers just spray on to wilt away weeds and crabgrass. For tank or hose type sprayers. Pint treats 1,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
Pint	12	20 lbs.	\$16.92	\$2.35
Quart	12	35 lbs.	28.44	3.95

K.O. FOR SPOT TREATMENT

Extra-easy-to-use and a new idea in lawn care. Now customers can just shake K.O. on for a lawn free of crabgrass and weeds. Package spot-treats the average home grounds.

Size	Packed	Wt.	Dealers Cost	Retail
4 lbs.	12	50 lbs.	\$16.20	\$2.25

